The STORAGRAM

KAUFMANN'S
FIFTH AVENUE PITTSBURGH

Loyalty

Loyalty is that quality which prompts a person to be true to the thing he undertakes.

Loyalty supplies power, poise, purpose, ballast, and works for health and success.

Nature helps the loyal man.

If you are careless, slipshod, indifferent, nature assumes that you wish to be a nobody, and grants your prayer.

Loyalty, in one sense, is love, for it is a form of attraction.

A vacillating mind is a sick mind in a sick body. Vacillation is lack of loyalty—and it is a disease.

Loyalty is not a mere matter of brain capacity; success does not go to those who know the most—it gravitates to those who are true to the cause they undertake. "This one thing I do."

Success hinges on loyalty. Be true to your art, your business, your employer, your "house." Dalliance is defeat.

Loyalty is for the one who is loyal. It is a quality woven through the very fabric of one's being and never a thing apart.

Loyalty makes the thing to which you are loyal yours. Disloyalty removes it from you.

—Elbert Hubbard.

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop

Vol. VII | Pittsburgh, Pa., *February* | No. 2

REAL VALUES

To our mind the real values, and the approach to ideals and the acceptability of them, have to do with the moral law as something to live by.

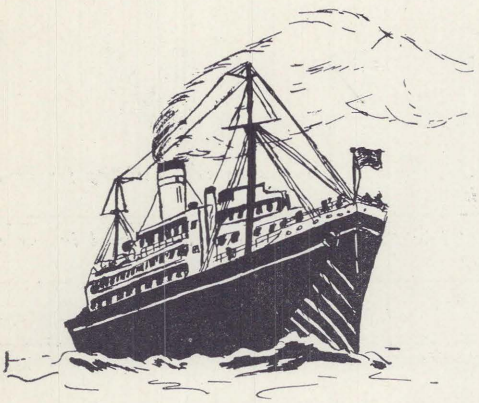
If there is any distinction between our way of retailing and the other way of retailing, our policy and the other stores' policy, it is through obedience to the moral law.

Achievement of our ideals does not come by a personal sacrifice, but rather through acting with justice, kindness and tolerence in all things, and being humble in our attitude towards the public.

In living up to these ideals, you will deal justly with yourself, with the public, and with your fellow-workers.

Edgar J. Kaufmann

From a talk at the Buyers' Meeting, February 5th.



Bound for Europe

Mr. and Mrs. E. J. Kaufmann sailed on the Paris, February 13. They are accompanied by Mrs. Morris Kaufmann, and plan to be gone about seven weeks.

Mr. Kaufmann is supposed to be taking a well deserved vacation, but from his plans to study production in Spain, Portugal and Czecko-Slovakia, it sounds as though the vacation were going to be pretty thoroughly mixed with work.

The Storagram speaks for every employee in wishing our president and his family, "Bon Voyage."

Our store is well represented in European markets now, the following buyers having sailed recently:

Mr. J. M. Horne—Trunks and Toys
Mr. J. I. Flynn—House Furnishings
Mr. L. Power—Men's Furnishings
Mr. J. H. Harris—China
Mr. B. Cohen—Ladies Shoes

Farewell Banquet to Mr. O. C. Lawler

The private dining-room on the Eleventh Floor was the scene of the farewell banquet to Mr. O. C. Lawler, who has gone to the L. S. Plaut Company, Newark, New Jersey, in the position of General Superintendent.

To say that Mr. Joe Meyers was toast-master is to say that the banquet was a huge success. His inimitable humor in the introductory and "in-between-speeches" remarks kept everyone in a jolly mood all evening.

There were twenty-two men at the banquet, and twenty-two speeches. Some of the banqueters declared it was their first public speech, but no one would have known but that they were experienced after-dinner speakers, if they hadn't given themselves away.

Of course the theme of these brief talks was the guest of honor, Mr. Lawler, showing the cordial feeling which every one of his associates had for him. Mr. I. D. Wolf and Mr. O. M. Kaufmann spoke of the firm's appreciation of the way Mr. Lawler had carried out his many duties, and gave their most sincere wishes for his success in the future. Mr. E. J. Kaufmann was unable to attend the banquet, but sent his regrets and a message of appreciation to Mr. Lawler.

To these tributes from the firm and his fellow-executives, Mr. Lawler replied in an interesting address. He spoke of the pleasure which he had experienced in his work with Kaufmann's, ruminating on the changes which have taken place while he was here, and discussed a few of the many problems of service in a department store.

The Storagram, speaking for all the fellow-workers, adds its good wishes to those expressed at the banquet for Mr. Lawler's continued success.

Savings Club Doubles Its Membership

When in last month's Storagram. we announced an increase of 100 in the Savings Club, that sounded as though it were having a healthy growth. But it only required a little "personal work" to get a much larger group interested. A number of people determined to make the membership 1000, and under the capable leadership of Mrs. Snyder, they exceeded their aim and made it 1222.

The amount saved in the club is from twenty-five cents to thirty dollars a week.

Mrs. Snyder wants to thank all the captains who helped in the drive for more members If there is any kind of a drive in the future, we nominate Mrs. Snyder as leader. She knows how to get what she aims for, and then some!

Extra! Extra!

Have you heard the news that is just out The firm has bought Bear Run!

Now there is no question whether or not we shall continue to have a summer camp. Bear Run is going to be a permanent feature of Kaufmann's Employees activities.

A summer camp where we can spend our vacations restfully, happily, and at small expense is a boon to all and Bear Run is an especially beautiful and healthful location.

You who have been at Bear Run, talk about it to other eployees. You who have not been there, inquire about it. Everybody plan to spend some time there next summer!

Progressive Retailing Course

The Progressive Retailing Course offered by the Research Bureau for Retail Training of the Uuiversity of Pittsburgh will be given again this year during March and April. Classes will be held on Monday evening.

The following courses are offered:

Everyday English	Art in Social Life
Personality	Psychology for Every
Recent Books	day Use
Fashion	Current Economic Pro
Merchandising	blems

Four courses are given at seven o'clock and four at eight o'clock, making it possible to take two courses.

Kaufmann's has had a large representation at these courses in previous years. We hope that this year many more will take advantage of the opportunity to hear speakers who have succeeded in the work in which you are interested.

Talk to your friends about it; ask your department manager or call Miss Graham for more details.

Register NOW in the Training Department.

Third Annual Banquet of the Stand-By Club

"Grow old along with me!
The best is yet to be,
The last of life for which the first was made,
Our times are in his hand
Who saith, "A whole I planned,
Youth shows but half; trust God; see all, nor be afraid."—Browning.

The spirit of this verse from Browning which Mr. E. J. Kaufmann used in speaking at the Stand-By Club banquet was the theme, the predominant feeling of the entire evening's festivities.

Many of the Club members certainly do not look old enough to have been employed anywhere twenty years, and they are just as young in spirit as in looks. Twenty years of service rather than making them ready to look backwards to the things the past has revealed, rather than putting them in a reminiscent mood, has maintained in them a feeling of youth and a desire to go ahead with greater vigor.

Mr. C. A. Filson, president of the Stand-By Club, presided and acted as toast-master at the banquet.

After an excellent dinner which was doubly enjoyed because accompanied by the music of Mr. Caputo's orchestra and Miss Minniman's pleasing songs, the company settled back to listen to a number of excellent addresses.

Mr. Filson first expressed the thanks of the Club to the management for the banquet. Then briefly he gave a description of the organization, its democratic character, its value to the store, its responsibilities to the managemnet and its power as an example to the junior employees.

Mr. E. J. Kaufmann gave a most interesting and sincere address before presenting the gold seals to the new members. He spoke of the deep interest of the Kaufmann family in the Stand-By Club. It was then he quoted the verse from Browning, and spoke so eloquently of the truth that the first part of life, which to each of us was yesterday and the days before was made to have its effect on today and tomorrow.

The pins were presented to the thirteen new members of The Stand-By Club "with the hope that you will wear them with pride and distinction, just as Napoleon's soldiers wore their Louis for the glory and honor of France. If you, as Mr. Filson suggests, will act as beacon lights of faithfulness, loyalty and honesty, you will make us all very happy that you are with us."

The roll call of members was made by Mr. Oliver Kaufmann. Each member arose as his name was called, and was given an opportunity to speak.

When Miss McKenzie's name was called Mr. Filson expressed everyone's regrets that she who had given many years of earnest service to the welfare department of the store, could not be present.

Mr. Odenheimer announced that he was very happy to be celebrating his twenty-fifth anniversary with "The Big Store". Mr. Silverstein said he always anticipated with pleasure this meeting which reveals so clearly the combined loyal efforts which have aided the management in bringing this store to its enviable position.

A sincere tribute to the firm was made by Mr. Maurice Weinthal of the Men's Clothing Department, who recently has been placed on the retired list, in a poem "Dedicated to the Veterans of the Stand-By Club."

After the roll call, Mr. Filson welcomed the honor guests of the evening, speaking especially to Mrs. Morris Kaufmann, and Mrs. Isaac Kaufmann.

As an expression of good will and the hope that Mr. and Mrs. E. J. Kaufmann and Mrs. Morris Kaufmann would have a delightful vacation in Europe, the Stand-By Club presented them with steamer robes and a gray leather fitted bag One of the most impressive moments of the evening was when the bag had been presented to Mrs. Morris Kaufmann, and every one arose in tribute to her as the orchestra played "Auld Lang Syne."

Mr. Stadfelt, a director of the store, spoke briefly of the impression which this assembly of loyal employees made upon him. Referring to the name of the club, he pointed out the fact that "stand-by" in this case was not a term of helping a ship in distress but represented continuous, loyal service to an institution that was growing and prospering and ever striding forward.

He ended with a "God Speed" for those about to sail to Europe and a wish for their return in excellent health and spirits.

Three things of value that money cannot buy were stressed in Mr. I. D. Wolf's talk. They are:

Honesty—which comes from the heart.
Ability—which is in the head.
Loyalty—which is of the soul.

These qualities stand out above the hum-drum of every day business and make the soul of this great institution.

As a climax to the evening's enthusiasm, Mr. Filson announced that the firm had bought Bear Run and that now an employees' camp was an assured, permanent feature of the store. Mr. E. J. Kaufmann expressed the sincere support of the firm for this project, told of the beautiful and healthful location, and urged every member of the Stand-By Club to visit the camp next summer.

The business meeting was very brief. All of last years' officers were reelected with the exception of one director. Miss Minch was chosen to replace Mr. Kuehn who is no longer with the store.

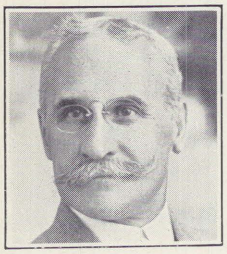
The officers are:
President—Mr. Filson
Vice-President—Mr. Hohenstein
Secretary—Mrs. Snyder
Treasurer—Miss Tinnemeyer
Honorary President—Mr. Isaac Herz

The directors are Mr. Silverstein, Mr. Walker and Miss Minch.

Never allow yourself to get in the ruts! Don't become a slave to the prosaic sameness of thing! If you feel that you are in the ruts. and that there is a sameness about everything, take copious doses of Enthusiasm as an antidote for this malignant poison.—James Toler.

Initiated Into the Stand-By Club

MR. E. F. BOWN



Mr. Bown, well known as "Dad" in the Stove and Refrigerator Department, has been with Kaufmann's without any interruption for twenty years. His first position was a floorman; then he decided he wanted to sell and became a salesman in the stove department. He has remained in that department ever since, and followed it in its various moves through the store.

In these twenty years, Mr. Bown has made a record that is hard to beat. His time card has never had an O. K. and he has never had occasion to ask for one. We congratulate Mr. Bown for such a record.

Mr. Bown's fellow-workers in the House Furnishing Department presented him with a smoking stand, a box of cigars, and a dozen roses in recognition of his twenty years' service.

MISS GERTRUDE O'BRYAN

You would never guess that Miss O'Bryan had been in the Furniture Department twenty years, but that is the case. That department is considered rather a man's department, and it's interesting to observe that one of the few women employees in the department has beat the men to membership in the Stand-By Club.

ALFRED BRADFORD

Mr. Bradford has served in various positions at the Forbes Street Service Station during his twenty years with our organization. He is a good-natured, willing helper always ready to help where he is needed. For sometime, he has been operator on one of the freight elevators.

JOHN W. WALCROFT

Mr. Walcroft has been in the delivery department of Kaufmann's for twenty years. He began as a driver's assistant, and then became a driver himself. In twenty years, he has learned a good bit about the delivery game and knows Pittsburgh "like a map."

The Forbes Street Service Station is to be congratulated in having two men eligible for the Stand-By Club this year.

MISS MARGARET COYLE

Miss Coyle is in the Marking and Receiving Rooms and has been in that department for twenty years. She is an excellent worker and is to be commended for her loyal services.

MR. E. H. FARR

Mr. Farr is one of the Old Timers in Kaufmann's having begun selling here in 1894. However he was out for short periods several times, and has just completed twenty years in the store. He has always sold boys' or men's clothing and is now in the Boys' Clothing Department in the Basement.

MRS. MARY V. NUGENT

Mrs. Nugent, the well known buyer of the Toy Department, is an especially important person near the end of each year when her department grows, takes wings, and soars to an upper floor. Mrs. Nugent has never been in any department but Toys, and she knows it like a book. A salesperson or buyer in Toys must be a very adaptable person, and Mrs. Nugent is that. She is accustomed to guiding the department through the comparatively quiet nine months of the year and taking the "before Christmas rush" as smoothly as possible.

MISS MARY ELSER

Mr. Tibbetts, although himself not a member of the Stand-By Club, from now on will be represented in it, since both of his assistants become eligible for the Club this year.

Miss Elser came into the store at a very early age, for after a brief employment she had to leave, and add a little to her age before she could return. Her experience has been as a wrapper and saleswoman. She acted as cashier-wrapper in many departments in the store, then sold in millinery. Her exerience in wrapping is invaluable now that she is assistant to Mr. Tibbetts, as superviser of the wrappers.

MISS MARY ARRAS

The Infants Department sounds very young, nevertheless it is represented in the Stand-By Club this year by a well known member of the department, Miss Mary Arras.

Miss Arras began working in Kaufmann's in 1904, selling in the Infants Department. She was here until 1912, and then, on account of her health, went to California where she remained twenty-one months. When she returned she again went into the Infants Department. Now she is assistant to Miss Weber, and helps plan the many details which combine to make it such an attractive department.

MISS MARGARET DRISICOL

Cashiering would seem to us to be pretty strenuous work, but twenty years of it certainly have not borne heavily on Miss Drisicol. She's another one who surprised us when we knew that she was

eligible to the Stand-By Club.

Miss Drisicol knows every part of the store and is well known, too. She has been wrapper-cashier in almost every department, and for the past seven years has been a cashier in the Credit Department.

MR. HERMAN SIMON

Mr. Simon entered Kaufmann's twenty years ago as a salesman in the sporting goods department. He was there two years and then moved to Men's Clothing where he has been ever since. Mr. Simon says he can't produce any such records as never having been late or absent, but that he has never missed a Saturday. He is very happy to join the notables in the Stand-By Club.

MR. LEE GOLDMAN

Mr. Goldman worked in Kaufmann's in 1902 was absent for a few years, decided that after all this was the best place to sell, and has been here altogether twenty years.

MR. JACOB THIERRY

Mr. Thiery is a well-known figure in the store, always in a hurry, rushing from tenth floor to packing rooms. He began working in this store in 1897, was absent for several years ("Learning more about the packing job," he said,) and now has been here twenty years. Except for three years in the delivery department, Mr. Thiery has always been connected with packing. Now he is assistant to Mr. Tibbetts in charge of the packers.

Thirteen is the number of new members in the Stand-By Club, and in spite of its bad reputation, thirteen in this case means a very lucky group. To each of these, we offer congratulations for having attained membership in this notable organization through their twenty years of loyal service.

Father: "I never kissed a girl 'till I met your mother. Will you be able to say the same thing to your son when you become a married man?"

Son: "Not with such a straight face as you can, father."

Condolence

The fellow-workers of the Ladies' Gown Department extend their sympathy to Miss Jones whose sister died January 27.

We regret to hear of the death of Mrs. N. Smith's mother, and extend our sympathy to Mrs. Smith in her bereavement.

The New Morgan Belleek China

We, who live in a nation said to be lacking in Art Tradition, will be proud to learn that the United States now boasts the only two China Factories in the world who manufacture Belleek China Dinnerware.

Only through the study of pottery, are we able to learn of the customs and religions of some of the shifting nations of ancient years. In every age and country there are cherished names of those who devoted lives of self sacrifice to working out the problems of pottery manufacture.

I believe, I am safe in saying that greater progress has been made in the Pottery Industry in the past fifty years than was attained in the several centuries previous.

The Centennial Exhibition in 1876 marks the development of higher standard of production of the potters art in America. It is said that some women in attendance, being ashamed of poor showing of the American Potteries, agreed to lend more encouragement to the Pottery Industry, and they returned to their homes in Cincinnati, where the Famous Rookwood Pottery was founded.

Since the Centennial, a wide spread interest in American Pottery has been awakened and the unreasonable prejudice which has existed against American made pottery in favor of imported china and porcelain, is rapidly disappearing.

Belleek China was originally made in a limited way at Belleek, Ireland, but the original company produced only bric-a-brac, and no dinnerware, as is done in our American factories. This ware was first copied in 1889 by a clever Potter of Trenton, N. J., who was successful in making the first Belleek Dinnerware.

For the first time in American History a domestic china was deemed good enough to grace the President's table at the White House, when a set of Belleek China was purchased in 1918, by the government, the selection having been made by President and Mrs. Wilson.

In 1924, the Morgan Belleek factory was organized at Canton, Ohio, and Kaufmann's take particular pride in being one of the first three stores in America to display this beautiful china. Each piece, in addition to the factory stamp, bears our own trade mark.

Morgan Belleek China, with its delicate creamy luster, is an achievement recognized in the Pottery World as the equal of any china yet produced. Because of its mellow Belleek creamy glaze, it is more adaptable for decorative purposes than the cold white, hard, unsympathetic imported china.

The chief mould maker of the Morgan Factory was, for several years, engaged by Queen Victoria, in the Royal Potteries of England. He then came to America and helped produce the first Belleek China with the Trenton Company, and is now a Stockholder of the Morgan Belleek China Company.

Although an infant product, the Morgan Belleek China has made a distinct impression on all critics who have seen it, and a permanent exhibit of this ware is already in the Pittsburgh Carnegie Museum.—F. G. Nichols.

Good Will for Kaufmann's

331 Orchard Place,
Knoxville, Pa.

Kaufmann's,
Pittsburgh, Pa.

Gentlemen:

During one of their tests, Thursday, January 8, the pupils of the sixth grade Knoxville Public Schools, were required to submit a letter of application for a position with Kaufmann's, The Big Store.

The fact that the teacher specified Kaufmann's is evidence of the good will which your store enjoys.

This information was given me by my ten year old daughter, a pupil of that grade, and is forwarded to you for your information.

Yours very truly,
J. P. Awen

Greensburg, Pa.
February 1, 1926.

Kaufmann's—The Big Store
Pittsburgh, Pennsylvania.

Dear Sir:

I wish to take this opportunity to thank and commend the two men in charge of your delivery truck, No. 218, license Number V-1-304. Owing to the condition of the highway this afternoon I had an unfortunate experience which resulted in my being hopelessly marooned in a snow drift and probably would have remained there had it not been for the courtesy of the two men referred to above.

Our family has had an account with your concern for a great many years in the name of Thomas Lewis, Butler, Pa., and I want to say that the kindness and courtesy extended by your two employees gives one the satisfaction of knowing that their business is well placed.

In closing, I would like to request that you express my appreciation to the men handling truck No. 218. With best wishes for your continued leadership among Pittsburgh merchants, I am,

Very truly yours,
D. L. LEWIS.

Editor of the Storagram,
Kaufmann's The Big Store.

Dear Miss Baker:

During a recent call on one of the officials of Kaufmann's in conjunction with two other gentlemen, one of these men was taken very ill after leaving the office of the official.

Upon applying to your Miss Quinn for assistance, it was immediately rendered. I now wish to acknowledge with appreciation the splendid service that was rendered my friend at the hands of your hospital staff, and to state that a service of this nature, at such a moment, speaks most highly for the efficiency of this unit of the Big Store.

Respectfully yours,
I. Rothstein

What Should We See in Our Jobs?

From an Article by L. A. Hartley

There was once a boy so poor that he had to live in the loft of a barn in one of the back streets of London. When he grew up he got a job with a man who sold books. In those days newspapers were not sold on the streets. This boy hit on a plan to loan the news for a small sum and so he became one of the first newsboys. In this way he could live while he learned how to bind books. The man who taught him the trade let him take the books to his loft at night and these he read.

The road to fame for those who think is seen by the light of good books and this young lad though poor in coin soon grew rich in mind. In truth there is no real poverty save poverty of mind and many men who have great wealth are poorer than those who have less goods.

He Sought Knowledge of Unseen Forces

This youth once bound a book which told of electricity and he could not rest till he had read all he could find in this new field. Then he took a cup, an old pan and a few such cheap tools and spent his odd time in search of new truths. This led to a new job where he was to clean and care for instruments in a great laboratory.

The man whose instruments he cleaned was Sir Humphry Davey who led the world of science in his time. The young man was Michael Faraday. He will be known as long as electricity serves mankind. With no time spent in school he came to be professor in the Royal Academy of Woolwich and was known as the wonder of the age in science. When Sir Humphrey Davey was asked what was his greatest discovery, he said "Michael Faraday."

What did Michael Faraday see in his job? What were the things he saw in his poor loft in the London barn? Not much of a job some would say—but to the eyes of Michael Faraday it held a wealth of new found facts which known to man could change the world.

Is your mind, like Michael Faraday's, open to the many interesting facts connected with your work? Or have you just learned enough to "get by?"

The person working in stock or selling can learn the names of materials, the styles of garments suitable for different types, the facts about merchandise with which the customer is concerned. The office employee may see only the work she does from day to day, or may realize that her work is only a very small part of a large system and learn all she can about that system. There is never a blind-alley job. It is only that we are too near-sighted to see ahead. The far-sighted man sees the various roads into which his work may lead, and prepares to follow one or another of them.

"I can't do a thing with Jones," said John Miller. "I've had him in three departments, and he dozes all day long."

"Put him at the pajama counter," suggested Henry, "and fasten this card on him:

"Our night clothes are of such superior quality that even the man who sells them can not keep awake."

The Storagram

CONSULTING EDITORS

J. M. MEYERS MISS A. E. GRAHAM

EDITOR

HELEN BAKER

ASSOCIATE EDITORS

MISS M. A. MALONEY HARRY BROIDA C. J. HANLAN

PEGGY WIELAND, Artist

REPORTERS

Basement—MISS ESSTREICHER—Dresses
N. S. Warehouse—R. M. SMITH
1st Floor——D. K. THOMPSON—Jewelry
—BILL PRICE—Stationery
2nd Floor—DANIEL SPISAK—Sporting Goods
JOE MILLER—Cameras
3rd Floor—MISS E. MILLER—Infants' Wear
MRS C. MCLAIN, Juniors
4th Floor—MISS MCGOWAN—Furs
5th Floor—MISS MCCORMICK—Millinery
DAVE GLUCKMAN—Shoes
6th Floor—MR. GREER—Wash Goods
MR. ROTH—Barber Shop
MISS EPSTEIN—House Dresses
7th Floor—MISS LASHER—House Furnishings
8th Floor—MR. NICK KOLLING—Furniture
9th Floor—MR. DERBY—Draperies
10th Floor—MISS HALEY—Alterations
MISS SOBEL—Auditing
12th Floor—JACK LAGORIA—Stock Room
Forbes —GEORGE ERB—Delivery
JOE HADLEY—Garage

FEBRUARY 1926

Men Who Are Called Great

A favorite theme for school debates about this time of year used to be (and probably is even today,) "Resolved: That Abraham Lincoln is greater than George Washington," or vice versa. The one side would uphold the greater bravery of Washington in leading the struggle against England, his higher education and the greater difficulties of piloting the United States in its first years of government. The other side would declare that Lincoln was greater because his strength was equal to all difficulties and disappointments that confronted him all his life, that he had harder problems to solve than Washington. And thus they would talk.

For the sake of debate, it was all well and good to try to settle the question of greatness. As a matter of fact it is impossible to measure the greatness of one man with that of another. Washington and Lincoln were equally great in that both accepted courageously and unflinchingly leadership in solving the most pressing and troublous problems of their times, and were successful in working out the nation's salvation.

Each was able to solve the national problems because he had formerly solved local problems and personal problems. Neither would have been equal to the national emergencies had he not earlier grown accustomed to meeting less important emergencies with a steady hand, a mind that saw clearly what was the solution desired and worked for that solution by the shortest method.

The same elements make up the greatness in all men. Other statesmen, industrial leaders, generals, all had the ability to think clearly, saw certain needs or opportunities, and had the courage to use all their resources and powers to meet the occasions as they arose.

One of the most difficult things to see is greatness in those who live in the same age with us, or those who are around us, perhaps working with us. It may be true that no one whom we know is great in the public eye or in national affairs. However many of our acquaintances are continually meeting and successfully solving difficult situations. In so far as they see the problem clearly and attempt to work through to its solution unwaveringly, they all have in them the elements of greatness.—H. B.

"Jes' Workin' Fastah."

It may be an old story, but it is worth retelling because it points a moral.

A colored man bought a watch on the instalment plan. One day he came in and paid a dollar, took his receipt and walked out. Two hours later he came in and paid another dollar. "Well," said the jovial jeweler, "business must be getting better."

"No, suh, business ain't no bettah. I'se jes' workin' fastah."

There is a world of homely philosophy concealed in that colored man's reply: "Jes' workin' fastah." He was exhibiting the spirit that conquers the wilderness, build's commonwealths and founds busy cities. Just working faster and making up.

Working faster will make up for slowing business. Working faster will make good business better. Working faster is infinitely better than slowing up and whining about business conditions. The whiner is going broke while the man who works faster is building for better things.

More and faster workers. More honest sweat. More love for the job. More interest in the work.

The solution of our economic ills is not far to seek—From the Omaha Bee.

Hats Off to the New Woman

To The Storagram Editor:

In the Thirteenth Floor Dining Room this morning, I happened to see a lady get up from her seat with a paper in her hand. She made a dash at the floor as if to swat something. While she was going through these strange gyrations, ten or twelve early lunchers looked on. They watched the performance with interest but **not** with fear. At last the swatter was the victor. The carcass lay dead before her—it was a MOUSE.

My hat is off to the New Woman!—P. M. B.

"So you're lost, little man? Why didn't you hang onto your mother's skirt?'

Youngster: "Couldn't reach it."

—Texas Ranger.

Moving Up

Miss Jewel Foley has been chosen Head of the Bookkeeping Department to fill the position left vacant by Mr. W. A. Paul who has gone to the Whitney MacGregor Company, Minneapolis, Minnesota. Miss Foley has been with Kaufmann's for fifteen years, and Head of the Auditing Department for the last seven years. Everyone is happy over this appointment; the girls in the Auditing office feel they have not lost her, and the book-keeping department is delighted to have such a pleasant "boss."

All Miss Foley's friends unite in offering her their hearty congratulations.

Mr. Roland Friedlander has been appointed Head of the Auditing Department. Mr. Friedlander is a graduate of the University of Pittsburgh and has been in the store for sometime as a Junior Executive. He has proved himself capable of handling the executive work which he has undertaken, and we feel sure that he will be most successful in it.

The Auditing Department presented Miss Foley with a fountain pen. The Bookkeeping and Auditing Departments presented Miss Foley and Mr. Friedlander with beautiful baskets of flowers the morning they undertook their new duties.

Miss Minnie London, formerly in the Complaint Department, Tenth Floor, has been transferred to Furniture Complaints on Eighth Floor. Mrs. Burns who was in charge of this work has resigned on account of home duties. The Furniture Office and Complaint Department was very sorry to lose Mrs. Burns, but offer their cordial wishes for success to Miss London.

Mr. Edward Charles has been promoted to the position of Assistant to Mr. Brannigan. Mr. Charles has been in the Complaint Department long enough to be well acquainted with all of its problems, and will be a capable assistant in the department. Congratulations on the promotion, Mr. Charles!

Miss Helen Sayre will take over the work formerly done by Mr. Charles.

Mr. H. B. Schleicher, buyer in the Lamp Department, has left Kaufmann's to accept another position. The members of the department were sorry to see Mr. Schleicher go, as he was a good friend to all. They are unanimous in wishing him the best of luck in his new work.

Miss Tillie Fischer who for two and a half years has been head of stock and assistant to Mr. Harris in the bric-a-brac department has been appointed buyer for the lamp department to fill the vacancy left by Mr. Schleicher's departure. Miss Fischer was well liked on the Seventh Floor and was most efficient in carrying out her duties. We know that she will be just as successful in her buying and as popular with the fellow-workers of the lamp department.

What's In a Name?

If you don't think there is anything in a name, come to the fourth floor and see our Mr. Sexton looking for dust.

Men's Furnishing Department Entertains Mr. Power

Employees of the Men's Furnishing Department entertained their buyer, Mr. Power, at a dinner dance at the Hotel Henry, Thursday evening, January 28.

Covers were laid for forty-two, and most of the department was in attendance. The favors were miniature steamships and program booklets.

The following are a few extracts from the program:

MADAME LOOKEROVA
Known as Billy Rodgers

A plump girl and her diving seals—from the Imperial Tanks of Dobson, Russia.

Patrons will please pay some attention to the seals during this act. Please, put on your rubbers, as the water will no doubt rise when the Madam dives. We thank you

EM ROHR AND EDA CUSTER
Two East Ohio Street Yodlers

These girls have played before the crowned heads of Europe and the flat heads of the North Side. Black jacks, knives and firearms must be checked in the lobby.

MISS CARA GEARY
"The Jasston Queen"

The Mt. Washington Swiss Bell Ringer will entertain with an exhibition of plain and fancy knots. Gentlemen will please remove their feet from the table and ladies will give their gum a rest during this act. The artist is very temperamental.

DICK BARREN-BREGGE
"Our Subarbanite"

The boy with the going-going-gone-hair comb. A Carson Street lad who moved to Overbrook. If the audience will clasp their hands and knot their knees, Dick will recite in a dignified manner.

LORETTA FIRLE

By Special Arrangement with KDKA

A quiet girl with a weakness for broadcasting. She was permitted recently to talk to the King and Queen. The Queen heard her first and said, "God Save the King!"

GEORGE STEINHAUSER

An Ambitious Chorus Boy From Floradora

Doing imitations of Edna Wallace Hopper and others. Georgie will be on exhibition in the lobby after the performance and will answer all questions relating to that school-girl complexion.

A popular young man with a Lonsheen look and a Cavalier manner.

LAST BUT NOT LEAST

Mr. Lorenzo Alphonse Raphael Power

A young man who has never grown up, in a new song entitled "Vim and Vigor," Words and Music by Anon-Y-Mus.

Every one reports having a fine time. We hope that Mr. Power enjoys Europe as much as we enjoyed that evening.

LEGAL AID BUREAU

Kaufmann's Protective and Beneficial Association

EMANUEL AMDUR, Esq., Counsel.

Legal advice furnished without charge to employees of The Big Store.

Office Hours: Wednesday and Saturday, 9 to 10 A. M. Tenth Floor

HOW DO YOU RANK YOURSELF IN THIS TEST?

IT TAKES EXPERIENCE AND GOOD JUDGMENT TO MAKE 85%

Apply your good taste to these questions. Read over the list given below. Check one in each group. Then refer to the Key on the last page to see what the well-dressed women would wear.

1. A large woman should wear: (4 points)
   a. orange
   b. white
   c. midnight blue
2. A bright red and white striped dress would be best suited to: (4 points)
   a. a delicate blonde
   b. an active sports type of girl
   c. a serious minded student
3. The person who wishes to seem smaller should wear: (5 points)
   a. materials with luster
   b. stiff materials
   c. soft materials
   d. plaids
4. The stout woman should be shown a dress that has: (5 points)
   a. a Peter Pan collar
   b. a long V neck
   c. a high collar
5. A stout woman chooses an evening dress which is trimmed with: (4 points)
   a. bright colored all-over embroidery
   b. a beaded design in self color
   c. fur
6. A girl with a large round face should wear: (5 points)
   a. a square neck line
   b. a V-shaped neck line
   c. a round neck line
7. A person with severe features should wear hats with: (4 points)
   a. stiff quill trimming
   b. high stiff crowns
   c. soft rolling brims
8. A person who wears glasses should wear hats: (5 points)
   a. of severe turban type
   b. with soft irregular brims
9. A girl with a very thin neck would choose a dress with: (5 points)
   a. a high collar
   b. a bateau neck
   c. a V neck
   d. a round neck with Peter Pan collar
10. A large woman appears best in a coat which has: (5 points)
    a. a very close fitting fabric collar
    b. a moderate sized fur collar
    c. a very large fur collar
11. A feminine type of person choosing a dress to wear to work should buy: (5 points)
    a. something to increase her dignity
    b. something that fits her type
12. A woman in mourning should be shown: (4 points)
    a. a satin dress
    b a lace dress
    c. a crepe dress
13. A woman who asks for a dress for afternoon wear should be shown: (5 points)
    a. a silk dress with sleeves
    b. a light weight woolen dress
    c. a bright beaded chiffon
14. A woman asking for a winter school dress for a twelve year old child should be shown: (5 qoints)
    a. a blue serge
    b. a silk
    c. an orange flannel
15. A college girl shopping. The wisest choice for a spring evening dress is: (5 points)
    a. chiffon velvet
    b. georgette or chiffon
    c. metal cloth

    The wisest choice for a coat is: (5 points)
    a. black brocaded silk
    b. dark semi-tailored kasha
    c. a grey marvella with platinum fox
16. Accessories shown for a tailored suit are:

    A.—(5 points)
    a. satin slippers with French heels
    b. low-heeled kid shoes
    c. suede sandals

    B.—(5 points)
    a. a chiffon velvet blouse
    b. a beaded crepe blouse
    c. a washable silk with high collar

    C.—(5 points)
    a. chiffon stockings
    b. silk stockings
    c. lisle stockings

    D.—(5 points)
    a. a light colored lace hat
    b. a dark satin with ostrich plumes
    c. a felt with ribbon trimming
17. Accessories should be chosen: (5 points)
    a. for durability
    b. for cheapness in price
    c. for their suitability to the costume

—Research Bureau for Retail Training
University of Pittsburgh

Wedding Bells

The wedding of Miss Marie Flynn to Mr. A. B. Kuehn took place in Pittsburgh on Saturday, January 30.

Miss Flynn and Mr. Kuehn are both well known in Kaufmann's. Miss Flynn was until very recently buyer for the Gift Shop and Interior Decorating Department. Mr. Kuehn for many years was merchandise manager of our Ready-to-Wear departments, leaving here in November 1925 to go to the May Company, Cleveland.

Mr. and Mrs. Kuehn will spend a short time in New York and then go to Cleveland, which will be their home.

Their many friends in Kaufmann's wish them all possible happiness.

Mrs. Herman Cornelus

Formerly Miss Pauline Yerick of the Children's Dress Department, Basement.

Pauline has been with Kaufmann's for five years. For sometime she was wrapper, and more recently selling in the Children's Department, where she has made many friends. They say she will be just as perfect in keeping house as she was in making out saleschecks. They know that she's very fond of "Ham", and feel sure that she'll have many years of happiness.

Miss Mary Pfeifer of the Misses' Dress Department was married to Mr. Albert Fleming on January 27. They are already happily settled in a cozy apartment in Wilkinsburg.

On Saturday afternoon January 16, a little party was held on the Thirteenth Floor in honor of Miss Pfeifer. The girls who gave the party were not forgotten by Mary, as each one received a liberal slice of wedding cake. They promise to let us know if their dreams come true.

Miss Isabel Biernesser of the Bric-a-brac department was married on February 10 to Mr. Jacob Klinkenberger. Isabel has been in the bric-a-brac department for more than two years and was very well liked. Mr. and Mrs. Klinkenberger will live in Mt. Oliver. Best wishes for many years of happiness.

A Secret Out

The sad news (for us) is out that Miss Ann Peoples of the Employment Office plans to leave us soon to take up the multifarious duties of house-keeping. We offer congratulations to Mr. John Dalton Mattimore, the fortunate man. We know that Miss Peoples' many friends will be sorry to hear that she is leaving the store before long but will join with us in wishing her every happiness.

Our Own Little Histories of Great Salesmen

ALLADIN

Albert A. Din was born in Yorkshire, England, more than four hundred years ago. Until he was 18 years old he worked in his father's coppersmith shop with his brother, Gunga.

Albert and Gunga left home to seek their fortunes, as the saying was in those days, and both obtained employment on a sailing vessel bound for the Orient. Gunga settled in India where he joined the British army and won undying fame in the battle of Rajahcowabpore.

In the Chinese city of Wunkow, Albert Din ended his long journey from England and obtained employment with a maker of brass lamps. Albert settled in this Chinese city and was known to the natives as "Aladdin".

The story of how Albert saved the life of a fellow-worker named Tzean Yee is beautifully told in the Oriental legend of "Alladin and the Wonderful Lamp", the slave being called "Genii" in the story. However, the legend has its origin in the history of Albert A. Din.

The demand for brass lamps began to fall off at an alarming rate and Alladin's employer cast about for means to salvage his industry. Alladin, who by his hard work, had become important in the eyes of his employer, seemed to be the answer to the problem of creating a demand for brass lamps. The maker of lamps told Alladin to go into the highways and byways and sell the lamps and for each lamp sold, Alladin would receive a certain amount of silver.

Alladin found that the reason the brass lamps had become undesirable was that they became tarnished in a short time. Alladin hit upon the brilliant idea that if something could be found that would polish the tarnished lamps the solution to the problem would be complete. After months of tireless endeavor Alladin at last found a mixture that would polish brass.

Instead of preparing his cleaning substance for exploitation to brass lamp users, Alladin went from town to town offering new lamps for old. However, he did not actually give new for old but simply polished the old lamps and the people thought they were getting new ones. (This idea is carried out to this day in the exchange of old sewing machines, phonographs and automobiles.)

No sooner did it become known that old brass lamps could be traded for new ones without any extra charge or additional payment, than the demand for lamps became very heavy, and Alladin's employer prospered greatly. In due time Alladin became the owner of the lamp factory, having the monopoly on the brass polishing. He established many lamp factories and at last the name of Alladin became synonym for brass lamps.

Alladin's name has been perpetuated in story and song the world over.

—By Mr. Simms of Seattle

Customer: I would like to see a cedar chest for my dog.

Mr. Goldsmith: We do not have a cedar kennel.

Customer: Well, perhaps I can make a cedar chest do. You see they are so good for keeping fleas out of dogs.

Educational Notes

Excerpts From Correct English

OFF

1. Cut a slice off the bread.
2. Take the dishes off the table.
3. Take the book off the piano.
4. Cut the edge off the skirt.
   (Not "off of.")

AT, AT ALL, and TO. (Superfluous)

1. Where is he? (Not—Where is he at?)
2. Where did you buy this? (Not—Where did you buy it at?)
3. There is no use in your doing that. (Not—There is no use at all in your doing that.)
4. Where has he gone? (Not—Where has he gone to?)

THINK and GUESS

1. I think I shall return home on Monday.
   (Not "guess")
2. I think I shall stay at home this evening.
   (Not "guess")

But it is correct to say:

3. Guess who was here last evening.
4. You cannot guess what I did yesterday.

Excuse Me and Pardon Me

"Excuse me" is nicely used when one wishes to leave the room.

"Pardon me" is used correctly when one apologizes for a breech of etiquette.

Good Reports From Many Departments

Ribbons—Miss Metz.

"For so small a purchase (remnant for lining a bag) she showed unusual courtesy and interest."

Junior's Wear—Mrs. Pastory.

"After transaction in dress section, this saleswoman suggested that I might be interested in sweaters and took me over to that section introducing me to a saleswoman there. This shows true thoughtfulness."

Trimmings—Miss Dern.

"Inquiring for a flower to wear on a tan dinner dress, I was shown a variety. "Here is a flat flower of beautiful material which would be lovely on tan." "This one would blend beautifully with your dress, adding softness, too." "This one is good looking, well made and not too heavy looking."

Boy's Suits—Miss McCarter.

"Neat in appearance and suitably dressed. She approached promptly, was pleasant, knew values and promptly found the requested merchandise, displaying it willingly."

Upholstery—Miss McConnell.

"We looked at a beautiful piece of cretonne on display, discussing the number of yards necessary for an ordinary window, whether the drapery looked better hanging alone or caught up, etc. Even when I took only a sample she was pleasant and courteous."

Our Alibi

You make out sales checks every day
In quite an automatic way:
Your number, date, amount of sale
'Tho even in this you often fail,
Sometimes the item you forget
Which causes trouble and regret,
But worst of all, you must confess
Is the taking of a bad address.

No matter how much goods you sell
Tho selling points are given well,
You know your stock from A to Z,
And tho you're busy as a bee,
In making sales you can't be beat
Your writing on the check is neat,
To send your goods we are not able,
The wrong address is on the label.

The fault's not yours, I hear you say
The customer spelt her name that way,
Her house number she did not give,
"The driver knows just where I live"
That's what she said, what could you do
But write down what she said to you?
So often that's your alibi,
When really, friends, you didn't try.

You think that with the name of street
The sending label is complete,
Alas 'tis sad, I must relate
How often city, town or state
And county, too, you fail to get,
This makes the shipper fume and fret,
He takes a chance and sends it out
The goods comes back, without a doubt.

If this suggestion I might make
Whenever an address you take,
Please spell the name and then repeat
The number of the house and street,
The city, county and the State
When sent by Parcel Post, but wait,
There's one thing more, if you are bright
You'll ask the customer, "Is this right?"

—K. Kredel

"What's the shape of the earth?" asked the teacher, calling suddenly upon Willie. "Round." "How do you know it's round?" "All right," said Willie, "it's square, then. I don't want to start any argument about it."

Pop, what is that? Columbus or George Washington?

Neither, my son. That's the man who always returned the pencils he borrowed.

Sporting Goods News and Views

Leo Fichter has deserted the Three Musketeers that guarded the entrance to the Sweater Aisle. He is just one of the Clothing Men now.

Miss Hobbs has begun settling her little arguments with Big Ben. She is taking one of the four weeks' vacation that is her privilege as a member of the Stand-By Club.

The friends of Mr. L. Fredericks, better known to us as Fred, are glad to see him in his old position as baseball man.

Mr. Whittingham has been preparing for a slow motion picture study (photography by Joe Miller) of a niblick shot on Liliput. We think his striking sweater set will help to make the demonstration a success.

How is this for a mixed foursome on Liliput? John Miller and Catherine Silassi vs. Elizabeth Lacher and Mr. Fredericks. Pete Wendling and Mr. Walker acting as caddies.

We have added another pleasant German saleslady to our sweater force. The roll now carries the names of Ruth Bridget Barry, Mary Daugherty and Mary McCarthy. Camille Flaherty's absence from this group prevents it from being a good old Deutscher Koffe Klutch.

First Better Neighborhood Concert

Conducted By Mr. Caputo

Mr. Caputo, Buyer of Band and Orchestral Instruments, conducted a most successful Better Neighborhood Concert at the Irene Kaufmann Settlement, on Sunday evening, January 31. The members of the orchestra were picked from among the best musicians of the city. The program, chiefly numbers from well known operas, was received enthusiastically by the audience which filled the auditorium to overflowing.

The Budget House

One additional feature of Service to the public that has just been undertaken in the store and which should be of great assistance to anyone planning a home of their own, is the department to be known as "The Budget House."

This new service will be of benefit to the homemakers of the city in the following ways:

First, it will place the economic facts of their life before them and force them to make deliberate decisions on what they will have and what they will do without.

Second, it will help to check up the leaks, to reveal the petty unnecessary expenditures.

Third, it will help them save by setting aside a definite amount of reserve each month.

Fourth, it will make happier homes through a frank discussion of their financial problems.

Fifth, it will show to what extent it is safe to engage in long time payments.

Sixth, it will make for better citizenship. A home conducted on sound business principles is the ideal training ground for our future citizens.

Anyone interested in the problems of expenditure of the family income may apply to "The Budget House" for advice which will be given gladly and without any charge. Each person's problem is given individual study; the amounts to be spent for the various needs of the home are adapted to the family requirements and the income. "The Budget House" plans esecially to help the people who wish to furnish a room, an apartment or a house on a specified sum.

The plans and aims of "The Budget House" were presented to a reresentative group of Pittsburgh women at a luncheon at the Congress of Women's Clubs on Monday, February 1. Miss Perkins spoke on the need of such a service and Mrs. M. M. Redenbaugh spoke on "The Kaufmann Budget Service." They emphasized the fact that this is purely a service department. The women present at the luncheon voted unanimously to endorse this movement for home budgeting.

Hard on New Year's Resolutions

Ten honest-to-goodness resolutions were broken by as many girls, when Mrs. Snyder entertained them at her home one Wednesday evening in January.

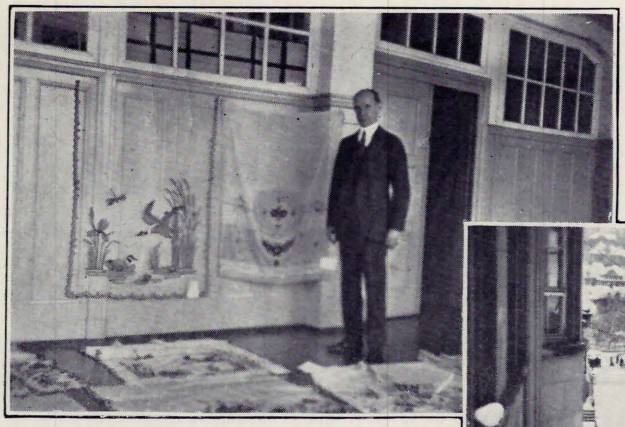
Later they moved to the home of Mrs. Snyder's brother, singing en route at the tops of their voices. They spent a pleasant evening there, listening to the radio and doing heaps of other things. It was nearly midnight when the girls started for home, and they were in such a hilarious mood that even the conductor did not ask for fares!

A Doubly Pleasant Anniversary

Mr. George Erb, assistant to Mr. Hanlan at the Forbes Street Service Station, celebrated the tenth anniversary of his marriage and his thirty-sixth birthday on Tuesday, February 9.

The Merchants and Manufacturers' League was shy a bowler that night. Mr. and Mrs. Erb celebrated by having dinner at the William Penn and seeing "Louie the 14th".

Many more such happy anniversaries to you, Mr. Erb!



Mr. Davis, Our Drapery Buyer looking at curtains.

From the St. Gall Office
Switzerland

(right) View of St. Gall from the office windows

Sales Philosophy

Enthusiasm carries men over all obstacles. It is the thing back of every new stride and improvement in the world's history. Every painter puts enthusiasm into his masterpieces, every inventor is an absolutely full-fledged enthusiast.—S. S. McCrady.

If you are optimistic you are capable of reducing objections and depressing negatives to a minimum, and raising resistance to a maximum. —John B. Heilman.

Adopt a method of courteous talk and while you are talking with your customer make a study of him or her. Have full knowledge of your line, and you can't go wrong.—Albert J. F. Lhota.

Confidence in yourself must be attained by a study and knowledge of the thing you are doing. Knowledge is highly important, but egotism and knowing it all is an obnoxious weakness in a salesman.—T. R. Magee.

Every salesman should be aggressive in the right way. He should at all times show firmness and carry to the prospective buyer the idea that he is master of the situation and knows just what he is talking about.—C. H. Rebsher.

There is nothing more consequential in good salesmanship than the ability to concentrate one's thoughts earnestly and enthusiastically on the immediate subject matter.—Oliver McLain.

Think highly of yourself and be proud of the business you represent. If you can't fall in love with the thing you are doing and your firm, you are doing yourself and them an injustice to remain.—Gus J. Linder.

Resolve that you will be an athlete in the selling game. A man's mind and courage grow by use as do his muscles.—John Holmes.

"Zeke"

A member of the stores' Stand By Club was heard to remark the other day that when a fellow can't sleep at night he usually doctors his system instead of his conscience.

One o' th' buyers what was abroad las' summer told me on th' elevator th' other day that what she 'njoyed most of all while in France was the French pheasants singin' th' mayonnaise.

Sinst movin' Messrs. Adelsheim an' Mayfield up t' th' tenth floor, I reckon to balance th' thing they'll place tall ones down stairs.

What's worse than spendin' half th' night huntin' a door key only t' find that th' door aint locked? Refer to Mr. Brautigam.

If yo' tell a man there is 267,543,201 stars he will believe you. If a sign says "fresh paint," he'll make a personal investigation.

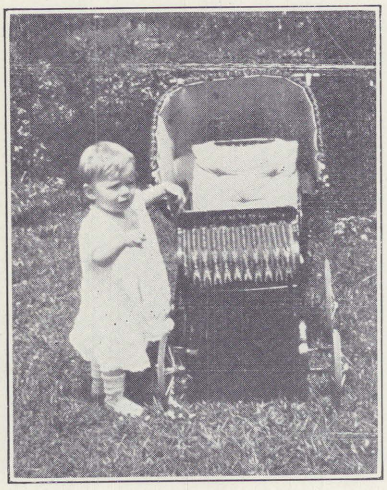
Some fellers kin fool a few people for so long that they finally git to thinkin' they can fool everybody.

Wonder if Mr. Wilson in th' jewelry department ever was 'mployed in Washington—name sounds familiar.

It's alright t' pray fer th' things you want, but its' a good ide' t' work like th' dickens fer th' things you need.

Lee, the chief maintenance man, says "her hair cut may be masculine, but only th' true male ear can project boldly at right angles."

Very shortly after Messrs. Paley and Green walked out of the store one Saturday night with a dog on a rope the "Waffle Dog" sandwich appeared. We never did get a satisfactory reply to our questions about that dog.



BETTY GRADY

"Bob" Grady of the North Side shipping department is her proud daddy. Betty is just 19 months old.

News from Across the Pond

Mr. Beck, our freight shipper, would like to know when the banquet is to be held on Punny's five dollars.

Frank Nagel surely has an antique desk; there are several stories behind it, not counting the pictures on top.

Fastin claims that Sylvester's ambition is to play the part of "The Stupid Prince."

The following is told of McCarthy, treasurer of the Grandmother's Club. Walking into a men's shop on Federal street, McCarthy approached a salesman and asked the price of a certain hat in the window. The man replied, "Twenty-five dollars." McCarthy asked, "Where are the holes?" Asked what holes, he said, "The holes for the ears of the ass that would pay twenty-five dollars for that hat."

One Saturday morning Beatrice came to work all dressed up in her Sunday best. We asked Bee what the big idea was, but she only shook her head and blushed In the afternoon, the mystery was solved when a certain Mr. B. came to the warehouse.

Mr. Swan doesn't realize that Christmas is over. He's still buying strawberries at one dollar per box for his friends.

We wonder why George Timlin from the fixture shop goes to Oakland so much of late.

Fisher claims he's going to learn the Charleston or put a hole in the floor. Keep it up, John.

Jerry has been telling us about a nice little girl whom he meets on the train every morning. Jerry says she saves a seat for him. A friendship worth keeping up, we'd say.

President Krause called a special meeting of the directors of the Grandmother Club to decide the fate of Brownie, the engineer, who forgot himself at the last meeting and asked for a tall one with a chaser when President Krause called for "Order."

Extra: Big landslide in the Fixture Shop! Lee Carle tries to buy three cents worth of fuses.

"The Heart"

Report On Talk By Dr. Criep in The Thirteenth Floor Recreation Room January 28, 1926

Dr. Criep did not discuss the various diseases of the heart, but rather emphasized the need of an educational program to increase the public health.

He spoke of the importance of heart diseases to the community and nation. The daily economic loss to the nation from heart diseases is about four million dollars. The national campaigns against tuberculosis and the wide-spread publicity given to the causes of cancer are reducing those two diseases. There has been no such broad educational program against heart disease, and yet the number affected by it is greater than the combined number affected by tuberculosis and cancer.

Heart disease is such a menace to the public health and causes such great economic losses that the medical profession and the public must unite their strength to reduce it.

The responsibility of the medical profession is to provide a sufficient number of competent doctors and nurses, and to provide cardiac clinics. There should be in every community, physicians who can give the necessary advice and treatment to those suffering from heart diseases. Cities should have cardiac clinics, making it very convenient for anyone with heart trouble to have proper treatment.

The responsibility of the public is to provide convalescent homes for people recovering from heart attacks. The popular opinion seems to be that heart trouble is incurable, and that if you are going to die from it, you will, whatever you do. In fact, if it is properly treated, the patient may continue at profitable work for many years. The important thing is that after a heart attack, the person should spend the convalescence in comfort and quiet. After a heart attack, a person can work only as hard as his heart muscle allows him. If his work has required heavy physical effort, he should not undertake it again until his heart muscle is able to stand the exertion. In some cases, it may be necessary to change altogether to less strenuous work.

Another important item in reducing heart diseases is to educate the public mind in symptoms and causes. Sixty-five per cent of the people with weak hearts have had acute tonsilitis. Rheumatic fever also may cause heart disease, if sufficient rest is not taken when recovering from the fever.

A matter of great importance to the general health of the public as well as a great aid in combating heart disease is an Annual Physical Examination. Every one should take a Health Inventory once a year. That makes it possible to detect heart disease or other ills at an early stage, making treatment and cure much easier.

The latest fad in the Infant Department is visiting the fortune teller. A number of our girls have had their future revealed. One girl is now looking for the prospective husband—a tall man with dark hair and eyes. Anyone answering the description, please make himself known in this department.

INTEREST-BEARING NOTES

The Fur Department offers its congratulations to Thurman Miller who has just been promoted to sales in that department. Thurman has helped in fur storage and stock for three years, has learned a great deal about furs and doubtless will be very successful in the selling game.

We're glad to welcome Miss Reed back into the fur department. She was absent for sometime on account of the illness of her mother, who is in better health now.

Shoe Findings

Our buyer, Mr. Ben Cohen, is on an extended trip in Europe. He bid each of us good-bye on Wednesday, February 3, and sailed February 5 on S. S. Olympic.

We are glad to have Miss Figart back with us. She has been absent for over a year.

Dr. Boyle, the chiropodist, has a side profession. At least that is the impression one gains from his new electrical equipment, part of which resembles a stock ticker.

Dr. Boyle is a graduate of the Temple University and has practiced in Philadelphia. With his new equipment and added space, Dr. Boyle wishes to say that he can give a much better service to employees than heretofore. Special employees discount from 8:45 to 11.

Millinery Department

Our buyer, Mrs. Salomon, has arrived in Paris. She is busy buying many beautiful creations which will be displayed in our millinery salon this season. Mrs. Salomon writes that the hats are more beautiful than ever.

Miss Mary Smith, a member of the Stand-By Club is enjoying a two-weeks' vacation at Oakmont. Miss Smith is well known throughout the store, having been the hostess at Bear Run.

The employees of the Millinery Department are happy to hear of Mrs. Altmiller's recovery from a severe tonsil operation. We hope to welcome her into our midst in the near future.

For old times' sake, the Millinery Department wishes to extend its congratulations to Mr. Minnick in his new position as Service Superintendent. Mr. Minnick was one time our floor manager and we join in wishing him good luck and assure him of our hearty co-operation.

We notice quite an improvement in Mr. Dunn who is gaining considerable in weight. We are wondering if the tonic is hard work or a pleasant disposition. It's hard to decide for he has an ample supply of both.

Our designers and milliners are very busy these days making and designing beautiful hats for the Fashion Show. We intend to excel all other seasons.

Boys' Furnishings

You should see the beautiful embroidery Mabel and Edith are doing. We're wondering if they plan for a double wedding.

We're glad to report that Miss Crissman is back and feeling much better.

Emma must be trying to get fat. She has at least five meals a day.

Our good friend from the Rug Department, Mr. Daugherty is leaving soon for the land of sunshine and roses—California. We wish you a very pleasant and happy trip.

Mrs. Skillen of the Service Desk is back with us after several weeks of illness.

Another victim: Anna Berneam is wearing a beautiful sparkler.

It is rumored that Miss Weitzel has been trying to make an appointment for a bob. Why not really make it?

Betty O'Bryan must have learned some deep dark secrets at the fortune tellers the other night. She promised to tell us, but now refuses to do so.

Generous is Miss Udin's middle name. Everybody in the Book Department got a taste of her birthday candy.

Miss Quigley of the Book Department is going to spend some time in the Sunny South. She left for Florida, January 26.

Mollie Weber was hostess at a little party for the packers held at her home on the evening of January second. A delightful evening was spent playing games, singing and dancing. A delicious lunch was served.

Another gathering was held at Brookline a little later. The same crowd was present with a few additions. Two delightful parties so close together was quite a treat.

While we use our bar pins on dresses—Rose Ault thinks it is safer to swallow a bar pin.

What's the matter Rose Miller, did you think you were a king when you swallowed your crown?

Pretty little Virginia Perry was sentenced for life when she eloped and married Raymond Poke, February 3rd in Wellsburg. Congratulations.

Members of the Children's Ready-to-Wear department in the Basement visited Miss Harbaugh at her home in Glassport.

The girls presented her with a beautiful basket filled with delicious fruit and a fine box of candy. Miss Harbaugh said that she benefitted more by the girls smiling faces than she had by the medicine she had been taking for the past several weeks.

Sixth Floor

We miss Tillie Blessing from the Domestics Department, and understand that she has been having a very painful time with her ears. We sincerely hope she'll soon be feeling as fine as ever.

Ima Drake of Sixth Floor Linens has had a siege of the quinsy. We're glad to be able to report that she is improving.

Mr. Kiefer, one of the first members of the Stand-By Club, was unable to attend the banquet this year on account of the poor health of Mrs. Kiefer. He was greatly missed at the banquet, but the reason for his absence shows that he is just as devoted a husband as he is loyal in business.

Strikes and Spares

The reserved seats in the Davis Bowling Alleys are filled every Thursday night. One of the most loyal routers for the C. O. D.'s is the little Chin Polisher of the Men's Barber Shop.

Raymond Heyman: "If they'd only cut out the foul line rule, I'd show them all how to bowl."

O'Donnel, an old timer in the alley, has a comeback all his own. He bowled 220 one night, and came back with 89.

Stevens is a wicked bowler in Beech View but oh, how different are his throws at the Davis Alley!

Harry Broida seems to have forsaken us lately. What's the matter with the league?

Schulman announces that he is still open for engagements.

Hadley of the Contingents is all right in the pool at Bear Run, but he can stand a few pointers on the gentle art of bowlng.

Mr. Hanlan realizes the benefits of a cheering section, so he always brings his cheer leaders with him.

Erb is a bowling star in our league and elsewhere. We hear that he knows how to come out long on the winnings.

The Wagon Calls will have dull days ahead if Fichter forsakes them. He's changed departments in the store, but may remain faithful to the Wagon Calls.

Weekly scores posted in the Men's Barber Shop, sixth floor. —Roth

Standing of Teams—January 28

	Won	Lost		Won	Lost
Remnants	37	14	Contingents	24	27
Odds & Ends	32	19	Wagon Calls	22	29
Send Agains	30	21	C. O D.'s	16	35
Bargains	29	22	Overgoods	14	37

INDIVIDUAL AVERAGES

	Games	Avg.		Games	Avg.
Erb	51	142	Oldham	10	112
Thomas	37	138	Hadley	50	111
Koms	40	134	Lhota	34	111
Weiland	51	133	Roth	49	110
Croke	46	129	Meyers	42	109
Fichter	41	127	Gavin	18	109
Haight	51	127	Heilman	46	107
Diederick	34	123	Kelly	15	107
Linder	38	122	Hunvald	23	107
Drake	51	121	Steinhauser	15	107
Walker	46	119	Brautigan	46	106
Wayhart	34	118	Danner	46	104
Stevens	51	116	Follet	33	103
Garrity	28	116	Hanlan	24	103
Mahoney	41	114	Thieret	26	102
Heyman	47	114	Graier	18	102
O'Donnell	27	113	Ertle	39	96
White	10	113	Packard	15	94
Robson	45	112			

Note of Thanks

I want to thank the store and the Beneficial Association for the kindness shown me during my illness.

H. T. TAYLOR, Porter

"America First" on the cover of this number is from a sermon by Bishop G. Ashton Oldham, in Washington, D. C. September 7, 1924.

EDNA and VINA

Gold Dust Twins

of 288

Seventh Floor

When it comes to dancing the Charleston, no one has anything on Mr. Clark of Electrical Goods. (He didn't know he had an audience.)

By the way, Chester, we saw you trying to joy ride on the escalator, too.

Since you have the "Silver Lining" you will not need the water wings, Curley.

Mr. Wolfert is still trying to answer the riddle; which was first, the bird or the egg?

"Have you a little sweetheart in your home?" "Yes," said Violet, "Her name is Phylis."

The employees of seventh floor extend their best wishes to Mr. Minnich. They hope that he will visit them once in a while.

We are wondering how Mr. Wicht felt when he was run over by a steamboat.

KEY TO THE QUESTONS

on page 9

If your answer is correct, credit yourself with the number of points mentioned after the question (4 or 5). Add these points to make your total score.

85—100 is unusually good
65— 85 is average
Below 65 is below average.

If your score totals less than average, you will be wise to brush up on your costume information. Study the newspaper advertisements. Read the current Fashion Magazines in the Store Library.

1. Midnight blue
2. An active sports type of girl
3. Soft materials
4. A long V-neck
5. A beaded design in self color
6. A V-shaped neckline
7. Soft rolling brims
8. With soft irregular brims
9. A round neck with Peter Pan collar
10. A moderate sized fur collar
11. Something to increase her dignity
12. A crepe dress
13. A dark silk dress with sleeves
14. A blue serge
15. Georgette or chiffon
    Semi-tailored kasha
16. A.—Low-heeled kid shoes
    B.—A washable silk with high collar
    C.—Silk stockings
    D.—A felt hat
17. For their suitability to the costume

LIBRARY BOOKS THAT YOU'LL ENJOY

FICTION

Peter Pan	Barrie
Found Money	Burmingham
Lorna Doone	Blackmore
Fielding Sargent	Barker
Lilian	Bennett
Key Note	Burnham
Dwelling Place of Light	Churchill
Apes and Angels	Connell
The Cricket	Cooke
Romola	Eliot
Last of the Grenvilles	Copplestone
Three Musketeers	Dumas
Sudden Wealth	Forman
The Definite Object	Farnol
Seacoast of Bohemia	Golding
Tales of Labrador	Grenfell
Rupert of Hentzau	Hope
The Light That Failed	Kipling
Me-Smith	Lockhart
Smoke Bellew	London
Man from Brodney's	McCutcheon
The Clinton Twins	Marshall
A White Stone	Mitchell
Jane Journeys On	Mitchell
The Cloister and the Hearth	Reade
Gladiola Murphy	Sawyer
Anybody but Anne	Wells
On Tiptoe	White
The Yellow Streak	Williams
Indiscretions of Archie	Wodehouse

PLAYS

Mind the Paint Girl	Pinero
The Great Divide	Moody
The Man from Home	Tarkington

NON-FICTION

Americanization of Edward Bok	Bok
Henry Ford's Own Story	Lane
Leading Facts of American History	Montgomery
Encyclopaedia of Etiquette	Holt
Tales from Shakespeare	Lamb
Business English	Webster
Creative Chemistry	Slosson
Merchandise Manuals	Retail Bureau
The House in Good Taste	DeWolfe
The Iron Puddler	Davis
Household Textiles	Gibbs

America First

Not merely in matters material, but in things of the spirit.

Not merely in science, inventions, motors, and skyscrapers, but also in ideals, principles, character.

Not merely in the calm assertion of rights, but in the glad assumption of duties.

Not flaunting her strength as a giant, but bending in helpfulness over a sick and wounded world like a Good Samaritan.

Not in splendid isolation, but in courageous co-operation.

Not in pride, arrogance, and disdain of other races and peoples, but in sympathy, love, and understanding.

Not in treading again the old, worn, bloody pathway which ends inevitably in choas and disaster, but in blazing a new trail, along which, please God, other nations will follow, into the new Jerusalem where wars shall be no more.

Some day some nation must take that path—unless we are to lapse once again into utter barbarism—and that honor I covert for my beloved America.

And so, in that spirit and with these hopes, I say with all my heart and soul,
"AMERICA FIRST"